

CropX acquires EnGeniousAg for breakthrough nitrogen sensing technology

20 September 2024 | News

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CropX, a leader in digital agronomic solutions, announces the acquisition of EnGeniousAg, a startup focused on advanced nitrogen sensing applications for agriculture. EnGeniousAg developed an innovative nitrogen sensing technology with the potential to transform nitrogen management by offering farmers new precision tools to optimize nitrogen fertilizer application and minimize environmental impacts.

EnGeniousAg's patented technology provides users with near-instantaneous, in-field nitrogen measurements. This data can inform nitrogen fertilizer applications to ensure plants have the proper levels for maximizing profitability, sustainability and crop performance during various growth phases. Specifically, EnGeniousAg's technical breakthroughs greatly extend the range of ion-specific electrode sensing in precision agriculture. The company's patented technology permits *in-situ* monitoring of nitrogen in plant tissue, drainage and irrigation waters, and soil. CropX will integrate EnGeniousAg's technology into its agronomic farm management system, enhancing its capabilities in agricultural nutrient management.

Precision nitrogen fertilizer management is a critical challenge in modern agriculture. Nitrogen fertilizer represents one of the largest crop input costs in agriculture worldwide. Inefficient nitrogen usage costs farmers billions of dollars each year while substantially increasing greenhouse gas emissions and nitrate loading to watersheds and aquifers.

EnGeniousAg's technology will offer significant cost-savings and operational efficiencies for farmers and agribusinesses on the CropX platform. By allowing simple and effective in-field nitrogen measurements coupled to data-driven agronomic recommendations, CropX's integrated system of sensors and analytics will provide a powerful and practical new method to boost crop nitrogen use efficiency.

“Acquiring this nitrogen sensor technology underscores CropX’s commitment to providing farmers with one-stop-shop agronomic solutions,” said Tomer Tzach, CEO of CropX. “Nitrogen management is a critical, unsolved challenge of modern farming. We are eager to provide a solution with such transformative potential. In our global search for synergistic technologies in the nutrient management space, EnGeniousAg stood out with high-potential technology that is ideally suited to our mission.”